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A cultural dimension  
that refers to how  
people in a culture  
co.... A cultural

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EXAM REVIEW o Design

for compatibility What

is adopting the

audience-centered

approach o This means

focusing on and caring

about the members of

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your audience, making every effort to get your message across in a way that is meaningful to them. o This approach is known as adopting the “you” attitude, in contrast to messages that are about “me” Explain the difference between ethical communication and legal communication o Ethical messages are accurate and sincere.

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has credibility with audience. easy to follow (logical structure) provides evidence to support claim. makes an emotional connection. is easily understood (common language) adapts to meet style

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needs of others.

aristotles 3 pillars of  
persuasion. ethos.

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Answers. 1. Briefly  
describe any one of the  
communication models  
discussed in the  
textbook and/or  
lecture. Lasswell's

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(1948) model describes communication as a one-way transmission of messages. The model shows the 'who' as the 'source', the 'what' as the message, the 'how' as the channel, the 'whom' as the destination and the 'effect' as the outcome.

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crucially important role  
in all aspects of a  
business. Business  
communications may  
be in-house or  
external. With internal  
communication, you  
are dealing with staff in

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meetings or via such written messages as emails and text messages. With external communicating, you are dealing with suppliers, clients or other businesses.

## **The Importance of Business Communication | ezTalks**

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cards. When using sensitive language in adjustment messages you should. a.Use negative words. b.Not blame customers. c.Not blame individuals or department in your organization ...

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